

## **Rikard Steiber, Google**

Mr. Steiber is the Director of Product Marketing EMEA (Europe, Middle East and Africa) at Google. This includes product marketing and product launch responsibility for all Google products in the region e.g. Adwords, AdSense, Search/iGoogle, Maps/Earth, Gmail/Apps, YouTube, Mobile, Orkut, Blogger etc.

He is also a frequent speaker at international conferences specializing in topics like: Internet trends, interactive media & entertainment, mobile internet, entrepreneurship and online marketing strategy.

Prior to Google, Mr. Steiber was Managing Director and co-founder of XLENT Strategy the leading Nordic telecom & media focused strategy consulting firm in the Nordic countries (Sweden, Norway, Denmark, and Finland).

Mr. Steiber has extensive experience as a trusted advisor to government and top management in leading telecom and media companies.